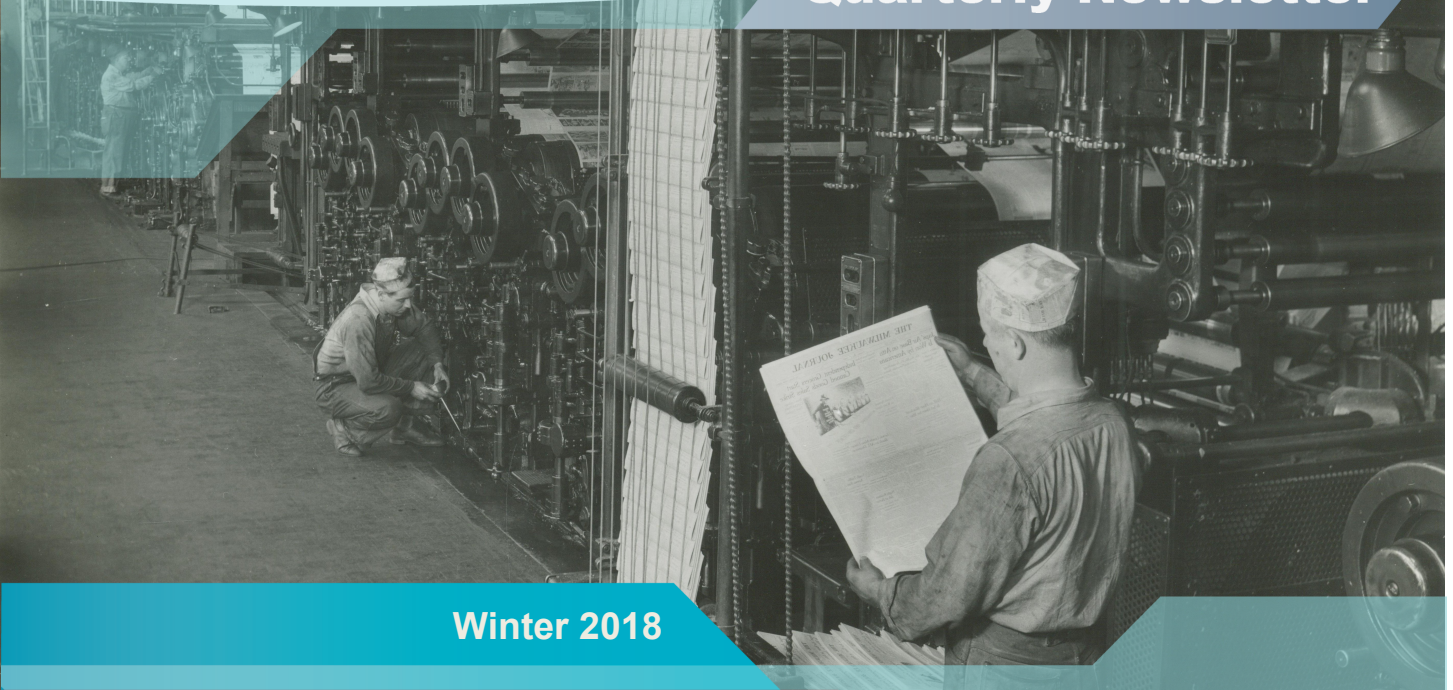


City of Milwaukee License Division

Quarterly Newsletter



Winter 2018

From the License Division Desk

Happy New Year! Here at the License Division, we have a lot to look forward to in 2018. Before I get to that, however, I would like share a few highlights from 2017.

To begin, our eight frontline staff processed over 21,000 license and permit applications in 2017, our highest total since 2014. We also helped nearly 16,000 customers in-person at City Hall, a high-water mark since we started recording this information. In addition, the License Division:

- Officially launched the Municipal ID program in January 2017, and has since issued over 5,000 IDs.
- Published 8 new "Clerk Notes" videos and increased our YouTube viewership by 78% from 2016.
- Held 4 Pivot Programs attended by over 100 Milwaukee entrepreneurs.

What can you expect from us in 2018? Our staff continue to look for ways to cut red tape, including:

- New, easy-to-use forms and applications.
- Continued standardization of rules and processes.
- An increased online presence.

One final thought: we would love to hear your opinion on how we are doing. Email your thoughts to RedTapeRescue@Milwaukee.gov, or take a minute to complete our online [customer service survey](#).

Happy 2018!

Jessica Celella

License Division Manager

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We strive to make your experience at City Hall as quick and easy as possible.
If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov



Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



Not on our mailing list?

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Need to Know

Have you ever wished you had a simplified guide to navigating the City's licensing process? In our new recurring series, we highlight 5 quick tips from various City and State departments to help your business succeed.

Five Quick Tips From: Neighborhood Services

1. Before you buy, clarify

DNS offers inexpensive Courtesy Inspections to provide potential buyers with valuable information about a location before purchase or lease. Contact the Development Center at 414-286-8210 for more information.

2. Get an Occupancy Certificate

You must obtain a Certificate of Occupancy before your building or space can be occupied. Your application may also require inspections from multiple trade areas, such as electrical, plumbing, elevator, sprinkler, or boiler. Call 414-286-8211 to learn more.

3. Know your timeline

When you apply for an Occupancy Certificate, your property must be inspected. If your intended use of the property is not permitted, you must seek authorization from the Board of Zoning Appeals. This process takes about 6-8 weeks. Call 414-286-2501 to learn more.

4. Special Privilege Permits

A Special Privilege permit may be required for privately-owned improvements in the public right-of-way. Common activities requiring a permit are entry canopies, raised planters, pedestrian ramps, and direct sales. Call the Department of Public Works at 414-286-2454 to learn more.

5. Sign Permits

You will need a sign permit to erect any sign or affix any sign to a building. Permits are issued by the Development Center (809 N. Broadway, 1st Floor).

Briefs

New and important information you need to know.

Legislative Files

- **[File #171057](#)**: Revises various code provisions relating to licensing and permitting, including:
 - Standardization of proof-of-insurance requirements.
 - Streamlining of the process for a food establishment to obtain a variance by requiring approval only by the health department.
 - Establishment of a variance procedure for tattoo establishments.
 - Amendment of requirements of the Class "D" provisional operator's license to remove enrollment in a responsible beverage server course as satisfaction of the requirement to complete such course. This ordinance also allows the course to be completed online.
- **[File #170950](#)**: Prohibits collusive agreements for all licenses and permits—not just those licensed to sell alcohol beverages—and increases the penalty range to a forfeiture of not less than \$2,500 and not more than \$5,000. The current penalty range is "not more than \$1,000."



Soundbites

A Conversation With: Yashica Byrd

We recently sat down with the License Division's new Assistant Manager to discuss starting a business. Below is an excerpt of the conversation.

Editor: To begin, can you tell us a little about yourself? What did you do prior to becoming Assistant Manager?

Yashica: *My passion has always been helping others. I started with the City in 2014 as a License Specialist. I then worked as a Staff Assistant for various Common Council Committees, which has helped me learn how the Committees work and view the licensing process from beginning to end.*

Editor: Given your experience, do you have any advice for anyone thinking about starting a business? I'm sure there's a lot that goes on behind the scenes at City Hall that customers don't see.

Yashica: *First, if you are considering starting a business, create a plan and pursue it. I've heard so many say they were discouraged by what others told them, as far as fees and the process. I can assure you that you can do it if you plan and pursue.*

Second, use the tools available on the License Division's website [Milwaukee.gov/RedTapeRescue], connect with your Alderperson, neighbors, and Community groups in the area in which you would like to start your business, and just ask questions if you are unsure.

Editor: Looking ahead now, is there anything you are excited about in the coming year with your new position?

Yashica: *I look forward to working with the License Division Team to continue improving the licensing process for existing and upcoming business owners. We plan on rolling out new forms, launching a better website, and expanding our educational resources.*

Editor: I understand you have business aspirations of your own. Tell us a little about that.

Yashica: *I love designing personalized and home décor items. My goal is to turn my hobby into a small family-owned business with my sons, who want to design their own clothing logo. There are many steps I will have to take, but when I am ready, I know I will be using the License Division's resources, such as the StartSmart tool [Milwaukee.gov/StartSmart], to lead me in the right direction.*

Editor: Finally, a little fun: Give us three words that best describe you.

Yashica: Dependable, organized, and outgoing.

Licensing Notes

Upcoming License Committee Meetings:

- February 13
- March 6
- April 4
- April 24

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Recent Disciplinary Actions

License suspensions and revocations

- **Villard Ave Tobacco:** 3520 W. Villard Ave. [File #171034](#): Revocation (Cigarette and Tobacco License)
- **Brett's Farmhouse:** 7424 N. 60th St. [File #171232](#): Revocation (Class B Tavern & Food Dealer Licenses)
- **Speedway #4220:** 9200 W. Burleigh St. [File #171121](#): 10-day suspension (Filling Station, Food Dealer & Weights and Measures Licenses)
- **KIKU:** 200 W. Wisconsin Ave. [File #171121](#): Non-renewal (Class B Tavern, Food Dealer & Sidewalk Dining Licenses)



Upcoming Events

Did you know that roughly 80 percent of New Year's resolutions fail by the second week of February? If your resolution has already flopped, why not try something new this year? Resolve to improve your business in 2018.

We get that navigating licensing and regulation can be difficult. That is why we have created a program dedicated to making your interaction with the License Division easier, faster, and friendlier.

Over 100 entrepreneurs attended our Pivot Program in 2017. Through this free workshop, we can help you with:

- Keeping licenses current & in good standing
- Resolving a licensing problem
- Better understanding rules & regulations
- Learning best practices to improve business
- Connecting with City & community resources

The next Pivot Program will be held on **Monday, February 5** from **9 a.m. to 11 a.m.** at **Employ Milwaukee**. Register today by emailing Pivot@Milwaukee.gov your name, business name, and number of people attending.

You can view the entire 2018 schedule and check out our other initiatives at Milwaukee.gov/RedTapeRescue.

Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. Jim Bohl (Vice Chair)
- Ald. Nik Kovac
- Ald. Cavalier Johnson
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy

Letters to the License Division desk.



Q Dear Andy,

I've been busting my bud growing flowers all winter. For Valentine's Day this year, my best frond and I would like to sell flowers on the street corner. Do I need a License?

**Sincerely,
Wall Flower**

A Dear Wall Flower,

If you will *only* be selling flowers, you do not need a license. However, if you plan to sell other items - such as cards, stuffed animals, or chocolates - you will need to obtain a direct seller's license. A few things to consider if you apply for a direct seller's license:

- You will need to be fingerprinted by the Milwaukee Police Department.
- You must provide proof that you hold a Wisconsin Seller's Permit before a license can be issued.
- A direct seller's license is valid for one year.

Also, please note that if you have a permanent location in Milwaukee and will be holding a temporary sidewalk sale, you do not need a direct seller's license.

I'll leaf you at that. I hope thistle help!

Andy